

Gimbel Brothers

Store Opens 8:30

Gimbel Brothers

Store Closes 5:30

Gimbel Brothers

Wednesday, May 10, 1916.

The Gimbel Store Occupies Commanding Position as Supplier of Furniture : Floor Coverings : Draperies

Controlling Extensive Holdings Under Commitments Made at Much Below Present Prices—GOODS OF HIGHEST MERIT

Determined to use these advantages to the extension of the already great output, prices favor the purchaser.

And price is not all. The demand is for home furnishings that shall be expressive of the tastes of the owner. And the Gimbel Stocks offer one's fancy full play.

We shall at all times hold stocks to a safe grade of dependability, but at no time can a store pose as a worker of miracles. We know the high excellence of present holdings, and of the arrangements for the very near future. Best for the money now; best even at far future dates, but that can be only best by the then-comparison.

Goods purchased now can be held awhile if premises are not now ready—but the furniture especially prominent now the purchaser will desire to use—not store.

The display of summer furniture—for indoors and out—is foremost. Much that is new and different is shown—notably, and exclusively at Gimbels, the Berkey & Gay—

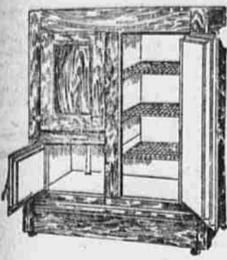
Tyrogeyan Furniture

—developed from the highly-colored and ornamented furniture used in the Tyrolean Alps.

This furniture lends itself happily to the breakfast room of the summer home; to chambers; to children's rooms, while a highly-colored chair can be dropped into almost any but the most formal room to good effect.

There is, too, a new school—American, if you please. Come and pass judgment.

Alaska-make Refrigerators



Alaska refrigerators have won pre-eminence for general all-round excellence. They are constructed on scientific principles as to retaining cold and excluding heat; as to dry cold air circulation; and as to obtaining the maximum of refrigeration from the ice used.

This special line of refrigerators is made to Gimbel order; good—no lessening of goodness—but enough difference in styles to separate it from catalogued numbers. We sell this line all the time; but this scale of special prices ends May 20.



"Gimbel" Refrigerators, Alaska-make; improved seamless porcelain lining, durable, rustless and sanitary—

Width.	Depth.	Height.	Capacity.	at	Regularly
30½ inches	17½ inches	42 inches	75 lbs.	\$22.50	\$30.00
32 inches	18½ inches	43½ inches	90 lbs.	\$25.00	\$35.00
34½ inches	19½ inches	46½ inches	105 lbs.	\$30.00	\$40.00
36 inches	20½ inches	49 inches	125 lbs.	\$35.00	\$45.00

Kitchen Cabinets : Lawn Mowers : Bathroom Fixtures

McDougall Kitchen Cabinets, containing flour-bin, metal cake and bread boxes, kitchen table and utensil holder in one; well built and will last indefinitely; at \$18.50, value \$31.50.
"Gimbel Special" Lawn Mowers, self-sharpening steel blades, 10 inches, at \$2.25, to 18 inches, at \$3.50.
Gimbel ball-bearing Lawn Mowers, self-sharpening steel blades, 12 inches, at \$3.50, to 16 inches, at \$4.50.
Bathroom Fixtures, made of solid brass, nickel-plated—
18-inch Crystal Glass Towel Bars, at 50c, value 75c.
24-inch Crystal Glass Towel Bars, at 75c, value \$1.
24-inch nickel-plated Towel Bars, at 75c, value \$1.
30-inch Crystal Glass Towel Bars, at \$1, value \$1.25.
Combination Soap and Tumbler Holders, at \$1, value \$1.25.
Combination Tumbler and Tooth Brush Holders, at 85c, value \$1.
Bathtub Soap Cups, at 75c, value \$1.
White Enameled Medicine Cabinets, French plate bevel front, two glass shelves, at \$3.75, value \$5.
—Gimbels, Fourth floor.

Distribution Extraordinary of Rugs

Whittall : Bigelow-Hartford : W. & J. Sloane : Alex. Smith & Sons : Sanford & Sons : John & James Dobson

When we gauged the markets for a rise, we did what stores shouldn't do, ordinarily—we plunged. First thing we knew we had \$70,000 more in rugs than ever before.

We made a good many thousand dollars, as it turned out—and every dollar of the advantage is yours, during this distribution.

"What do you benefit?" asks someone. This: We shall nearly double our business, and that is our work. Ready Monday morning.

The year's wealth of good qualities and fine styles. And all made with the good yarns and safe dyes. There will not be such another offer in Philadelphia.

Rugs, Size 9x12 ft.

Fine seamless Wilton Rugs, at... \$38.50, \$49.00 and \$51.50
Extra quality Royal Wilton Rugs, \$37.50 and \$42.00
Seamless Wilton Velvet Rugs, \$34.00
Body Brussels Rugs, \$28.50 and \$31.50
Fine seamless Axminster Rugs, \$25.00, \$28.50 and \$30.00
Seamless Velvet Rugs, \$21.00 and \$25.00
Fine Axminster Rugs, \$22.50, \$25.50 and \$27.50
Seamless Tapestry Rugs, \$16.75 and \$17.50

Very Special

9x12 Wilton Velvet Rugs, at \$28; value \$34.

Very Special

9x12 seamless Axminster Rugs, at \$23.50; values \$28.50 and \$30.

Rugs, Size 8:3x10:6 ft.

Fine seamless Wilton Rugs, at... \$35.50, \$45.00 and \$47.75
Extra quality Royal Wilton Rugs, \$34.00 and \$39.00
Body Brussels Rugs, \$26.50 and \$29.00
Fine Axminster Rugs, \$19.50 and \$22.50
Seamless Tapestry Rugs, \$15.00 and \$16.00

Very Special

9x12 Axminster Rugs, at \$18.50; value \$22.50.

Very Special

9x12 seamless Tapestry Rugs, at \$15; value \$17.50.

Our showing of Summer Rugs is easily best. Colonial Rugs, all the best styles included—

Size 24x36, at	50c to	\$1.25
Size 27x54, at	75c to	\$2.50
Size 30x60, at	90c to	\$3.00
Size 36x72, at	\$1.25 to	\$3.75
Size 4:0x 7:0, at	\$1.35 to	\$6.25
Size 6:0x 9:0, at	\$4.25 to	\$12.00
Size 7:6x10:6, at	\$6.50 to	\$16.75
Size 9:0x12:0, at	\$8.00 to	\$23.50

Fiber and wool-and-fiber Rugs. These are excellent summer rugs and will give splendid service—
Size 6:0x 9:0, at... \$5.25 and \$5.50

Size 8:3x10:6, at... \$7.50 and \$8.00
Size 9:0x12:0, at... \$8.75 and \$10.00

Crex Rugs—in three different grades, in all sizes from an 18x36-in. mat at 35c, to the 9x12-ft. size at \$7.25, \$8.25 and \$8.75.

Very Special

Prairie Grass Rugs in pretty stenciled borders; size 4:6x7:6, at \$1.95; value \$2.75.

Carpets—Very Special

\$2.25 yd. for \$3.00 to \$4.50 Wilton Carpets.
\$1.35 yd. for \$2.00 Body Brussels Carpets.
\$1.60 yd. for \$1.95 Wilton Velvet Carpets.
\$1.25 yd. for \$1.45 and \$1.60 Velvet Carpets.
\$1.15 yd. for \$1.45 Axminster Carpets.
\$1.00 yd. for \$1.25 Tapestry Carpets.

Special Values in Linoleums

\$1.35 sq. yd. for \$1.75 Inlaid Linoleum.
95c sq. yd. for \$1.35 Inlaid Linoleum.
55c sq. yd. for 75c printed Linoleum.

Colonial and washable Rugs, in small sizes, at very special prices—

Size 24x36, at	60c and 75c	values 90c and \$1.00
Size 27x54, at	95c and \$1.25	values \$1.35 and \$1.65
Size 30x60, at	\$1.15 and \$1.50	values \$1.60 and \$2.00
Size 36x72, at	\$1.50 and \$2.00	values \$2.35 and \$3.00
Half price for Rugs, 18x36, at 25c; value 50c.		
Size 25x50, at	60c; value \$1.	

Washable Rugs : Reversible

Size 24x48, at... \$1.00 and \$1.75 values \$1.50 and \$2.25
Size 24x72, at... \$1.50 value \$2.50
Size 36x63, at... \$3.00 value \$4.25
Size 36x72, at... \$3.00 value \$4.50

Washable Rugs

Size 36x36, at... 85c value \$1.65
Size 36x72, at... \$1.75 value \$3.50

The Gimbel Upholstery Service

Stands First in Everything That Makes for Satisfaction

Artistic at every turn; artists in charge of it all—and at your service.

Yet apartment, salon or home is "dressed up" at least cost by us. The experience won in furnishing and decorating the foremost hotels is yours freely. That we can, from the fullness of experience, give so much of helpfulness is a great factor in the business building.

Cretonne Curtains With Over-Drape, \$2 a Set

Some for more—as more costly cretonnes can be used. Many patterns and colors to choose from, including the popular black stripes and blocks; all are finished with neat Cretonne edging.
25c a yard for 45c to 65c Imported Cretonne suitable for hangings and coverings; floral and conventional designs.
35c each for pretty Cretonne Table Covers, plain and colored combinations.
25c for Japanese Tufted Straw Cushions; round and square; some square ones at 15c.



75 Bales of Green-Dyed Porch Screens

Complete for hanging, with rope and pulleys—
6 ft. wide at \$1.00; value \$1.25
8 ft. wide at \$1.40; value 1.65
10 ft. wide at \$1.75; value 2.00
50c each for large-size Cretonne Tufted Cushions,

just the thing for porch chairs.
Special Scrim Dutch Curtains, \$1.25 and \$2 a set; value \$2 to \$3. Sheer quality of scrim with neat lace edge or insertion and valance.
\$1 each for Washable Summer Couch Covers, neat stripe effects, fringed.

—Fifth floor.

With the Incoming of Continuous Large Shipments of FURNITURE There Are Occasional Special Lots of Great Interest

It is necessary for us to carry immense stocks of furniture. Once several stores were asked to furnish a New York hotel within four weeks. Only Gimbels could meet the

test. We think big stocks are justified—we know they offer most delightful, satisfying choice.

Ten-Piece Dining-Room Suite, \$185



Adam design, mahogany buffet, china closet, extension table, serving table, five sides and one arm chair. Regular price \$225. Special sale price \$185.

Four-piece solid mahogany bedroom suite, bureau, chiffonnier, triple mirror, toilet table and bedstead. Regular price \$225. Special sale price \$185.

Five-piece mahogany bedroom suite, bureau, chiffonnier, toilet table and twin bedsteads. Regular price \$300. Special sale price \$200.

Three-piece living-room suite, davenport, arm chair and arm rocker, loose cushion seats. Regular price \$245. Special sale price \$155.

Three-piece living-room suite, covered in tapestry, davenport, arm chair and rocker. Regular price \$125. Special sale price \$75.

Rocker or arm chair, covered in velour. Regular price \$40. Special sale price \$20.

Three-piece living-room suite, covered in blue figured velour, davenport, arm chair and rocker. Regular price \$200. Special sale price \$100.

Two-piece living-room suite, loose cushion seats, wing effect back, covered in blue velour. Regular price \$250. Special sale price \$125.

Arm porch rocker, double woven reed seat and back. Regular price \$3. Special sale price \$2.50.

High-back porch rocker, double woven reed seat and back, braced arms, green frames. Regular price \$3.25. Special sale price \$2.65.

Mission arm chair, loose cushion seat and back. Regular price \$25. Special sale price \$15.

Ten-piece Louis Sixteenth mahogany dining room suite, buffet, china closet, serving table, extension table and set of chairs. Regular price \$300. Cottage sale price \$265.

Four-piece Mahogany dining room suite, Queen Anne design, buffet, china closet, serving table and extension table. Regular price \$315. Special sale price \$400.

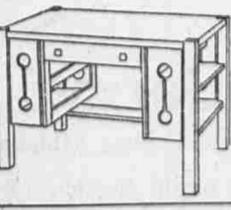
Ten-piece Ivory enamel dining-room suite, buffet, china closet, serving table, extension table and set of chairs. Regular price \$225. Special sale price \$175.

Mahogany Buffet, Colonial design. Regular value \$75. Special sale price \$60.

Four-piece mahogany dining-room suite, buffet, china closet, serving table and extension table. Regular price \$200. Special sale price \$150.

Ten-piece mahogany dining-room suite, buffet, china closet, serving table, extension table and set of chairs. Regular price \$225. Special sale price \$175.

Four-piece Circassian Walnut bedroom suite, extra large bureau, chiffonnier, toilet table and bedstead. Regular price \$500. Special price \$450.



\$20 Mission Table at \$14.50

Mission library table, quarter sawed white oak, fumed or golden oak finishes, center drawer, magazine rack at each end, 26x42-inch plank top. Regular price \$20. Special sale price \$14.50.

Mahogany dining-room suite, Louis Sixteenth design, four pieces. Regular price \$200. Special sale price \$155.

Three-piece Mahogany bedroom suite, Colonial design. Regular price \$150. Special sale price \$125.

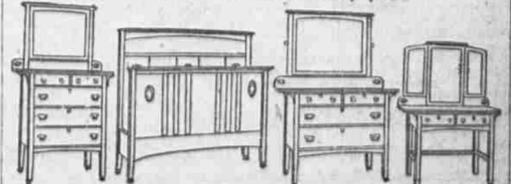
Three-piece mahogany dining-room suite, Colonial design. Regular price \$600. Special sale price \$300.

Three-piece mahogany bedroom suite, extra large bureau, chiffonnier and toilet table. Regular price \$215. Special sale price \$160.

Seventy-five Mahogany English Tea Wagons, mahogany top, shelf and removable tray, rubber-tired wheels. Regular price \$18. Special sale price \$8 while they last.

Five-piece living-room suite, Mission style, fumed finish, spring seats. Regular price \$40. Special sale price \$25.

Four-Piece Chamber Suite, \$135



Modern Austrian design, beautiful soft Indian gray finish. Regular price \$165. Special sale price \$135.

Reed rocker, full roll reed, high back, deep shaped seats, brown finish. Regular price \$5. Special sale price \$3.75 each.

Mahogany arm chair or rocker, Colonial design, genuine hand-woven rush seats. Regular price \$10. Cottage sale price \$5 each.

Mahogany gate-leg table, 26x42-inch top, drop side. Regular price \$15. Special sale price \$8.

Fiber reed rocker, upholstered spring seats covered in tapestry. Regular price \$12. Special sale price \$7.50.

Mission library table, fumed finish. Regular value \$8. Special sale price \$5.

Mission library table, magazine rack at each end, center drawer and bottom shelf. Regular price \$23.50. Special sale price \$16.

Living-room arm chair, Spanish leather cushion seat and back, fumed finish. Regular price \$40. Special sale price \$30.

Porch rocker, large size, braced arms, high backs, broad seats of double woven reed. Regular price \$3.25. Special sale price \$2.65.

—Gimbels, Sixth and Seventh floors.

GIMBEL BROTHERS : Market : Chestnut Eighth and Ninth